

CAVVY SAVVY

WE KNOW WORKING HORSES



A cowboy wearing a hat and vest is seen from behind, riding a horse and herding a large flock of sheep in a field. The scene is set during sunset or sunrise, with the sun low on the horizon, creating a warm, golden glow. In the background, there are rolling hills and mountains under a clear blue sky. A wooden fence runs along the right side of the field. The overall mood is peaceful and pastoral.

Mission & Brand Voice

Authentic

We offer true stories and accurate information for horse owners, professionals and trainers alike to celebrate performance and working horses.

Do: Be honest. Use your own life experience as reference. Cite sources. Use strong verbs.

Don't: Use passive voice; Get watered down by being “politically correct” but be respectful of all people and a good steward of the land and animals

Informed

We provide the most accurate information possible about performance and working horses, their ownership from beginning to end, and focus on the journey of good horsemanship and industry news.

Do: Be a champion for the industry; Use appropriate horse-related slang and jargon; “Stay curious. Study hard and learn all you can.”

Don't: Oversell capabilities, knowledge or products.

Approachable

We are working cowboys and welcome readers into our brand with humor and a warm demeanor.

Do: Own any issues or mistakes and be clear how you will address them. Use a welcoming tone of voice when addressing audience. Be casual. “Be clean in thought, word, deed, and dress.” Encourage conversation.

Don't: Lose sight of the audience and core message. Be cold or demeaning in responses (this includes not responding as well).

A photograph of three people riding horses through a desert landscape. The riders are in the lower-left foreground, moving away from the viewer. The terrain is sandy with sparse green and yellow vegetation. In the background, there are rolling hills and a range of rugged, brown mountains under a clear blue sky with a few wispy clouds. The overall scene is bright and open.

Social Media



Social Media Goals

Increase brand awareness.

Increase customer engagement and loyalty.

Showcase products and services.

Grow our community.

Connect with influencers.

Posting Guidelines

Brand aesthetic

Subject of images should always include a horse, equine equipment or tack.

Use colors found in nature (brown, green, blue, black)

Never use selective color (only one color present in otherwise black and white image)

Filters

Use photo filters sparingly, only use to accentuate natural beauty

Captions

Caption images using consistent brand voice.

Hashtags

On Instagram include at least three hashtags per post, always include #cavvysavvy

Geotag (Add to Photo map)

Images on Facebook and Instagram should be geotagged as precisely as possible to the nearest town.

Possible hashtags:

#horse

#performancehorse

#lovehorses

#cowhorse

#horsesofinstagram

#horselife

#ranchlife

#westernlife

#horsemanship

#ranch

#roping

#branding

#buckaroo

#vaquero

#equestrian

#horselover

#therighthorse

#aqha

#startahorse



Defining our Audience

Cavvy Savvy readers are...

Men and Women, ages 25-44

81%

more likely* to live in a rural or small town

81.3%

Own their home

75%

own a dog or cat

35%

more likely* to share a good experience on social media

318%

more likely* to drive diesel powered car/truck

58.1%

are married

104%

more likely* to read a blog every day

“If all other things are similar, I will switch brands to support an animal-related cause/charity”

“I usually read reviews or comments from others who have already purchased the product I’m considering”

Intend to purchase in the next 12 months

Farm Tractor

ATV, Snowmobile

Boots or western wear

Shoes

Veterinarian services

Chiropractic services

Gun or ammunition

Collectors' Items

*Than the average US adult 18+



Partnership Proposal

2017 AVERAGES OF THE CAVVY SAVVY INSTAGRAM ACCOUNT

20k

Followers and Growing

4.5k

Monthly Post Interactions
(Likes, Comments or Saves)

12%

Post Engagement Rate
(Total # of Engagements /
Total # Unique Post Views)

8,000

Average Post
Impressions

Cavvy Savvy can represent **your** company by endorsing your brand to our loyal customer base.

Market your products or services directly to our growing audience by allowing us to feature you on our Instagram feed. Let's work together to create a piece of sponsored content on Instagram that highlights your product or brand, whether it's giving away samples, hosting a giveaway or featuring an up-and-coming new product.

Guidelines of Sponsored Instagram posts

- One post on the Cavvy Savvy Instagram account featuring your product or your brand
- Photos will be original photos by the TSLN staff or network of freelancers.
- Sponsor may provide up to 2 @mentions that can be included in the post and tag the photo.
- Sponsor may provide up to 5 hashtags that we will include with the post
- Post will be a sponsored post which will include a clickable link, to be determined by the sponsor.

\$150

per Sponsored Instagram post

If you are interested in affiliate sponsorships, link takeovers or providing your own photos to be promoted by Cavvy Savvy, please contact us at: marketing@tsln-fre.com.

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cavvysavvy@gmail.com
[@cavvysavvy](https://www.instagram.com/cavvysavvy)

